



AccuMail frameworks

*Make Every Address the Right Address.*



## INVESTING IN ADDRESS QUALITY

Accurate customer address data is vital to your business. Significant resources are spent acquiring, retaining and servicing your customers, and the quality of your data plays a critical role in how well these functions are performed.




According to the USPS®, every year there are over 47 million change-of-addresses filed by individuals, families and businesses, as well as the creation of almost 2 million new addresses. Add in the keystroke errors and omissions in new addresses collected on a daily basis, and it's easy to see how your address data deteriorates quickly over time.

Organizations with poor controls over address quality often face critical issues that affect their bottom line, both directly (increased costs) and indirectly (the impact on service and reputation). Best practices for managing your customer data should involve an address quality program, for both existing data and at the point of entry for new data.

*AccuMail frameworks provides you with all the tools you need to ensure the address quality of your database.*

## What is Address Quality?

Address data may be said to exhibit Total Address Quality when it meets three conditions – it is **Complete, Correct and Current**.

-  **Complete** addresses contain all elements for your mail to be delivered, from street numbers to the ZIP + 4® code.
-  **Correct** addresses not only contain all the right address elements, but are also actual validated deliverable addresses.
-  **Current** addresses take into account whether the addressee is still at the same address that their mailpiece is addressed to.

Certified for accuracy by the USPS, AccuMail frameworks gives you the confidence that your data meets the highest address quality standards.

## The 4 Steps To Total Address Quality

AccuMail frameworks not only cleans the address data in your system to meet the very latest Postal Service™ standards, it automatically takes you through the four steps to achieving Total Address Quality.

### Standardize

Correct, parse and standardize your address data by comparing it to the very latest USPS data, adding ZIP+4 info and highlighting possible costly duplicates.

### Validate

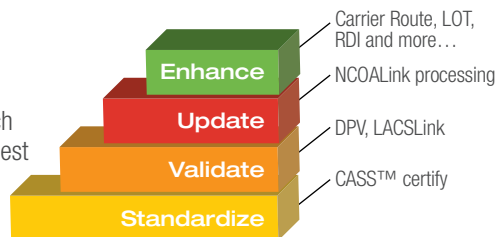
With built-in DPV® and LACSLink® you can be sure each address is a deliverable location, conforming to the latest USPS addressing standards.

### Update

The optional AccuMail Move module utilizes the latest NCOALink® data from the Postal Service to update the addresses of any movers in your database.

### Enhance

AccuMail brings added value to your database by providing additional data such as Carrier Route information, Line of Travel, Congressional Districts, County Codes and more. Enhance your data further by distinguishing between residential/business addresses with our optional RDI Module, or flagging new builds with our optional Early Warning System.



*The 4 Steps to Total Address Quality*

## THE COST OF BAD DATA

The Data Warehousing Institute estimates that poor data quality costs U.S. businesses over \$600 billion per year. How much is it costing your business?

**Sales and Marketing** – Inaccurate address data translates into significant waste in materials, labor, time and postage, not to mention lost sales and marketing opportunities.

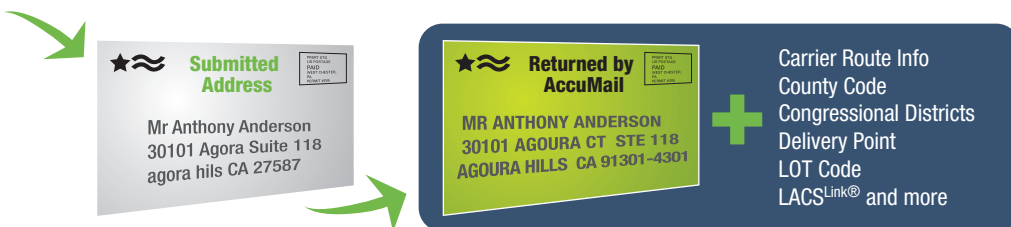
**Mailing/Fulfillment** – Deliveries may be late or returned, meaning additional handling time, and possible repackaging and more postage costs. Many carriers charge Address Correction Penalties too.

**Customer Support** – When mail or packages don't arrive, this puts pressure on your customer support team. The reputation of your company may also be damaged.

**Finance** – Payments arrive late or not at all, affecting your cash flow.

Don't underestimate the cost of bad address data. It causes inefficiencies and raises costs across your entire organization.

Put AccuMail frameworks to work for you, and make every address the right address.



*AccuMail Validates and Enriches Your Data*

So put AccuMail frameworks to work for you today and maximize the value of your customer address data.

## THE NEXT GENERATION OF ADDRESS CORRECTION

AccuMail has always offered you unrivalled accuracy and processing speeds. Now, with a completely redesigned, multifunctional interface, it provides you with even greater flexibility and ease of use, whatever your specific business requirements. Here are some of its features:

### USPS Certified

AccuMail is CASS Certified™ by the United States Postal Service®, providing USPS Form 3553 facsimiles, standard coding summaries and custom reports.

### Address Correction

Addresses are standardized, and ZIP + 4 Codes are assigned. AccuMail identifies and analyzes non-matching addresses so undeliverable addresses can be corrected.

### Address Validation

Addresses are validated against the USPS database for accuracy. Integrated DPV ensures that each address is a deliverable location; LACS<sup>Link</sup> converts rural style addresses to locatable, city-style addresses, increasing accuracy and delivery times.

### Deduplication

Advanced duplicate detection technology targets costly excesses in your database, cutting waste and saving money.

### Data Enhancement

AccuMail adds Carrier Route info, Line of Travel Codes, County Names and Codes, Congressional Districts and more.

### Simple Integration/Fully Scalable

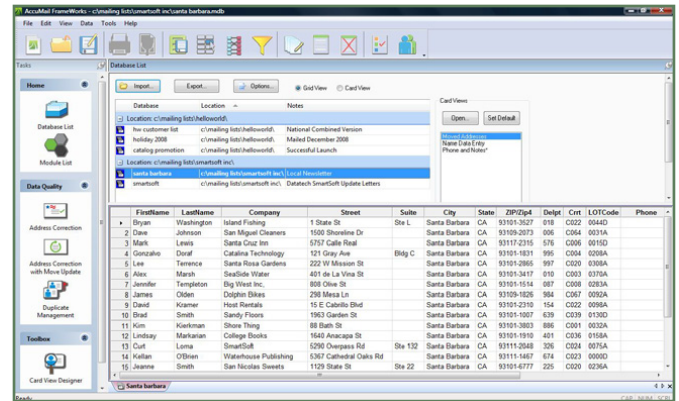
AccuMail toolkits easily connect into your other address-dependent applications (see back page for more information). Its architecture is easily scalable to your organizational requirements.

### Data Management

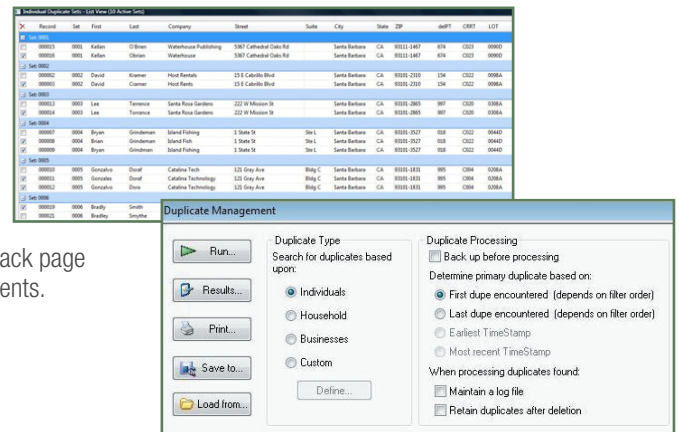
Features such as Card View allow you to edit your customer information one entry at a time from within the frameworks environment.

### Optional Enhancements

AccuMail can provide you with additional data quality tools, based on your business requirements. Identify new construction addresses, differentiate between residential/business addresses and more. Ask your sales manager for details.



New Multifunctional Interface



Advanced Duplicate Detection

## KEEP TRACK OF MOVERS

AccuMail Move™ is an indispensable add-on module that will keep your address database current as your customers move, utilizing the very latest NCOA<sup>Link</sup> information from the USPS. Accessed directly within the AccuMail interface, addresses are processed in real time.

Best practices for address quality should include periodical change-of-address processing, to ensure the accuracy of your data over time.

Additionally, USPS rules require that all mailers, both First and Standard Class, update their addresses through an approved Move Update process to qualify for automation and other discounts.

So don't lose track of contacts and associated revenue when moves occur – make AccuMail Move an integral part of your data quality practices.



Around 1 in 7 individuals, families and businesses change their addresses every year. That can have a serious impact on the quality of your database.

## How Will an Address Quality Program Benefit You?

There are many reasons for having current, accurate, customer contact information. Here are just a few:

- ✓ Less waste in materials, packaging and labor
- ✓ Lower mailing and shipping costs
- ✓ Increased ROI for marketing campaigns
- ✓ Greater operating efficiency
- ✓ Improved decision making
- ✓ Better sharing of data across your organization
- ✓ A reputation for great service
- ✓ Improved cash flow and more.....

So why delay? Put AccuMail frameworks to work for your organization and start seeing the benefits immediately across your entire organization.

*If you appreciate the power of accurate data, you'll appreciate the power of AccuMail.*



# AccuMail frameworks

Make Every Address the Right Address.

## SIMPLE INTEGRATION INTO OTHER SYSTEMS

AccuMail toolkits easily connect into your other address-dependent applications

AccuMail frameworks can be incorporated into virtually any application that relies on customer address data. Our Developers' Toolkits allow you to integrate AccuMail easily into your custom developed or commercial, off-the-shelf software applications. The powerful AccuMail engine works behind the scenes, allowing you to validate and correct addresses in real time at the point of entry, and perform batch corrections on your entire customer database as often as you like.



Here are some examples of the kinds of application that can benefit from AccuMail frameworks:



### CRM Databases

CRM systems are only as good as the data within them. AccuMail is compatible with many popular CRM applications, such as SalesLogix, Goldmine and ACT!



### Shipping/Delivery Systems

Validate and correct addresses before you ship, eliminating address correction penalties and speeding up the delivery process.



### Websites

Validate your customers' address data as they enter it, to ensure the quality of your database and minimize customer service issues later on.



### Call Centers

Correct your customer data at the source – the point of entry. Don't take another order without AccuMail frameworks to validate your customer information as it is entered.



### Office Applications

Use our macro installers to hook into popular word processing applications such as Microsoft® Word and Corel®WordPerfect® for address verification within your documents.



### Direct Mail

CASS Certify™ your mailing lists, and run them through our NCOALink process, AccuMail Move. Used with our postal presorting software, ProSort, your mailings can qualify for generous postal discounts.

Call us today to find out how easy it is to incorporate powerful address correction functionality into your everyday business processes and start enjoying the benefits across your entire organization.



Datatech SmartSoft Inc.

30101 Agoura Court, Suite 118, Agoura Hills, CA 91301-4301

Toll Free: (888) 227-7221 Fax: (818) 707-9333

[www.smartsoftusa.com](http://www.smartsoftusa.com)

© Copyright 2009 Datatech SmartSoft, Inc.



AccuMail Certified™

Datatech SmartSoft, Inc. is a non-exclusive Limited Service Provider licensee of the United States Postal Service®. Its product and service prices are neither established, controlled, nor approved by the USPS. The following trademarks are owned by the United States Postal Service: NCOALink®, ZIP + 4, DPV, CASS Certified, RDI, LACSLink®, United States Postal Service™ and USPS. \*Datatech SmartSoft receives weekly NCOALink updates